

FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name: L.Monisha**
- **Designation: Assistant Professor**
- **Phone Number: 9789906378**
- **Email Id: monisha2292@gmail.com**
- **Area of Specialization: Commerce**
- **Affiliation:**

Educational Details:

- **Degree – M.Phil**
- **Area or Subject – Commerce**
- **University – Madras University**
- **Awarded Year – September 2017**
- **Degree – M.com**
- **Area or Subject – Commerce**
- **University – Madras University**
- **Awarded Year – April 2015**
- **Degree – B.com**
- **Area or Subject – Commerce**
- **University – Madras University**
- **Awarded Year – April 2013**

Other Details:

Courses: Commerce

Research Interests: Marketing

Selected Publications:

- ◆ "Impact of Social networking applications on academic performance of UG students in Chennai city" in Shodha Prabha (UGC care approved, Group I peer reviewed Journal)- ISSN 0974-8946, Vol 47, Issue 1, NO 16 :202 □
- ◆ " Consumer attitude towards online shopping" in Journal of the asiatic society of Mumbai (UGC care approved peer reviewed Journal) - ISSN 0972-0766, Vol XCIV, No:10, 2021.

Papers Presented:

- ◆ Participated and presented a Paper Titled "A study on employees engagement in educational sector" at the national conference organized by the PG department of HRM, SDNB vaishnav college during the year 2016. □
- ◆ Participated and presented a Paper Titled" A Study on occupational health hazards of Working women" in National Multidisciplinary E-Conference On "Opportunities and Challenges for Indian Business Self Reliance and Development through Vocal for Local approach2020" Organised by Bhagwan Mahavir University, held on 27th June 2020. □
- ◆ Participated and presented a Paper Titled" Factors Influencing The Increasing Popularity Of Mutual Funds In Chennai City" in International Conference on "Economic Challenges And Business Opportunities –Covid-19 Era" Conducted by Bharath Institute of Higher education and research, Held on 3rd February 2022

Working Papers:

Work in Progress:

Academic Experience: Fresher

Other Professional Experience: Nil

Achievements: Nil

Workshops /Seminars/Conferences:

FDP on Exploring Dynamics Of The Classroom NEP And NAAC perspective held from 20th January – 28th January 2022 conducted by st paul's college, Bangalore □

FDP on Emerging Trends and Challenges in Higher Education and Research held from 18.4.2022 to 22.4.2022 conducted by department of Commerce, Prince Shri Venkateshwara Arts And Science College , Gowrivakkam, Chennai. □

FDP on Advanced Research Methodology from 9th may to 20th may 2022 conducted by Department of Commerce, SRM IST, Ramapuram Campus. □ One week PDP on An Innovative Teachings And Learning Practices Of LMS from 20.6.2022 to 28.6.2022 conducted by CS Department of SRM IST, Ramapuram Campus

Achievements and Awards: Nil

Academic / Professional Membership: Nil

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